

The **CAROLINA FARMER**

FEBRUARY, 1969



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The CAROLINA FARMER

Vol. 24, No. 2, February, 1969

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Official Publication
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Cooperate or Else

We've been puzzled ever since we got into this program by the unrelenting fighting between power companies and electric co-ops.

It seems to us there are many more reasons for power companies and electric cooperatives to work together than to continue an internecine war wasteful both to them and the public. More than that, the infighting is dividing the electric industry at a time when it urgently needs to unite to solve common problems.

While the power companies have been hammering away at "socialism" and electric co-ops, the natural gas industry and the petroleum industry have been stealing the electric industry's future. While the power companies' well-healed Edison Institute has been grinding out propaganda against public power—propaganda that ignores the fact that electric cooperatives are locally-owned, locally-managed businesses—the gas industry has been merchandizing and investing in promising scientific research.

The result is that the gas industry has made heavy inroads into the energy market and is on the verge of coming up with a "fuel cell" which could enable it to beat the power companies at their own game.

So we propose the power companies and the co-ops recognize they've got to cooperate. We propose they pool the money and effort they now are wasting on infighting and do some joint planning. Let them join forces to construct more efficient generating plants, end wasteful duplication and take together the other steps necessary to cut costs, make electric rates more competitive, and prevent repetitions of the power blackouts that too frequently paralyze entire sections of the nation.

And let the Edison Institute concentrate on research of the sort Thomas Edison's name suggests instead of operating a propaganda mill.

And let the co-ops turn some of their combativeness into aggressive promotion of their full market potential and community development and start thinking more as full partners in the electric industry.

After all, what is the fighting gaining? What have the power companies to lose if co-ops flourish? Every consumer the co-ops add, every business and industry that connects to a co-op line, every kilowatt the co-ops deliver builds business for the power companies because all but a fraction of the power North Carolina's co-ops distribute is bought—at a profit for the power companies—from the power companies.

No, we can't understand what power companies and co-ops hope to gain by fighting.

But we know what they stand to lose.

Jim Chaney

COVER—Seven ski areas equipped with lifts and snow manufacturing machinery lure thousands of fun lovers to Western North Carolina each winter. Six of the resorts are served by electric co-ops. The cover shows the ski lift at Hound Ears resort. Photo courtesy Travel and Promotion Division, State Dept. of Conservation and Development.

This month . . .

5 TARHEEL RURAL LINES
6 THE SNOW HARVEST
8 WHAT OEO MEANS
12 THE CAROLINA HOMEMAKER
16 PROFILE
22 HALE

THE CAROLINA FARMER IS PUBLISHED MONTHLY BY TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION, INC. SECOND CLASS POSTAGE PAID AT MEMPHIS, TENN. 38118. EDITORIAL OFFICES, SUITE 911, BRANCH BANK BUILDING, RALEIGH, N.C. 27602. POSTMASTER, SEND FORM 3579 TO BOX 1699, RALEIGH, N.C. 27602. SUBSCRIPTION PRICE, 70 CENTS PER YEAR. PUBLISHED MONTHLY AT 3781 LAMAR AVE., MEMPHIS, TENN. 38118. CONTENTS COPYRIGHTED 1968 BY TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION, INC.

Three Counties Point Up Needs

A study made in North Carolina points up the processes and factors involved in rural economic development. The findings relate to three counties but the comparisons have statewide implications and serve again to emphasize how important rural development is.

How long does it take a lagging rural area to catch up economically with the rest of the state?

It depends. How bad off is the area now? And how fast is it moving ahead—if at all? Are there local, viable resources—people, business? Or will the area have to have an economic stimulus from outside? How isolated is the area from urban centers?

Answers to these questions are indicators of an area's economic well-being and growth potential. Such an appraisal of resources and markets is the first step in development planning.

Three counties in southwestern North Carolina — Clay, Graham and Cherokee — need development. And Economic Research Service economists have analyzed them to assist the Farmers Home Administration in planning a rural development program.

They used an economic indicator system to measure the rates of growth and level of economic activity.

By comparing these factors to the same ones in a control area—in this case the state—the economists could estimate whether the local area would catch up to the state's level of economic development in a reasonable time and, if not, estimate how much outside stimulation would be needed to close the gap during a specified planning period.

Here's a glance at some of the North Carolina findings:

People. In the 1950-60 decade, net outmigration from the tri-county area totaled over 7,600. The total of births and deaths could have raised the population 16 percent in that time, but outmigration pulled it down 6 percent.



Unless there are new job opportunities, the area may lose another 6,000 people by 1980. This would be an annual rate of loss of more than 1 percent.

Employment. Most of the people who left the area were between 20 and 40 years old. There weren't enough local jobs to hold them and few big towns were close enough for commuting.

Since 1960, however, the local picture has brightened. In spite of continued outmigration, the local labor force rose by about 800 persons from 1960 to 1965. Local job opportunities increased as well, so that the unemployment rate dropped from 21 percent to less than 12 percent during the time. Statewide unemployment continued between 4 and 5.5 percent.

Since 1965, two industrial plants have opened in the area. This has meant more jobs for local people.

Agriculture. Most of the area's farmers live on small farms. Both farmers and farms have dwindled in numbers because of limited opportunities for supplementary off-farm income. Yet income from agriculture appears to be expanding in the area.

In 1965, the gross income per farm per capita in North Carolina was \$1,992. In the three counties it came to \$1,138. The increase for the state since 1960 was 65 percent and for the local area 100 percent.

The value of land and buildings per farm also showed a greater percentage increase in the tri-county area than in the state from 1959 to 1964. But it was still behind in actual dollar value—\$24,442 for the average North Carolina farm, and only \$12,726 for the average farm in the three counties.

Business. Retail activity in the area perked up from 1960 to 1965. Sales averaged about \$3,000 per household in 1965—up 8 percent from 1960 but still only two-thirds of the state average.

Government revenue and expenditures. Total tax receipts in the three counties have been rising slowly. But taxes per household are much lower than the state average.

Most of the expenditures of local government are for education and public welfare.

Educational spending ranged from \$71 per capita in Cherokee County to \$84 per capita in Graham County. Again, this is lower than the state outlay of \$100 per capita for education.

In 1962 costs for public welfare were spread from \$5 per person in Cherokee County to \$46 per person in Graham County. The average expenditure for the three counties was about 17 percent of local government costs, in contrast to only 9 percent at the state level.

Though the tri-county area lost population from 1960 to 1965, a concurrent rise in the level of economic activity indicates a higher level of living. And the percentage gains in recent years point to a slightly higher growth rate in general business activity in the project area than in the state as a whole.

But for the area to catch up to the state's average in the next 10 years, its rate of growth would have to double. The ERS study indicates present resources are not sufficient to meet the challenge unless their development can be speeded up and reinforced by sound planning and effective programs during the coming decade.



TARHEEL RURAL LINES

reports on events of importance to rural electric co-op members/by J.C. Brown Jr.

A Pattern for Territorial Integrity

If the State Utilities Commission approves an agreement reached by Carolina Power & Light Co. and Central Electric Membership Corporation, a fair pattern could be set for territorial assignment across the state.

A fair pattern, and perhaps a solution to the long-delayed statewide application of the 1965 territorial assignment statute.

Neither the power company nor the electric cooperative got all it was seeking but they did agree on terms which, if approved and followed in other cases, would be in keeping with the 1965 Act and assure power suppliers and their consumers of the protection the law intended.

The agreement eliminated the load limits which were not supportable under the Act and which would have resulted, although it was not the Commission's intention, in both confusion and impossible duplication.

It also eliminated transmission corridors which again would have created confusion and opened the way for duplication.

And it provided for a reasonable division of the 970 square miles of disputed service areas at stake in the proceedings.

In gist, it established guidelines for the territorial integrity electric suppliers must have if they are to be able to make the investments and build the systems North Carolina needs for abundant, low-cost electricity wherever people may choose to live and industries decide to locate.

The load limits set in the Commission's order in the Central EMC case were based on the supposition that industrial users of 150 kw or more demand loads would demand a choice of suppliers in choosing a site. Neither law nor facts support the supposition. Many substantial and progressive industries in North Carolina have—where they had the choice—elected to take service from electric membership corporations. They are operating as successfully as consumer-owners of their power supplier as the 250,000 other consumer-owners of North Carolina's EMCs.

Neither their interests, the interests of North Carolina nor those of other North Carolina ratepayers would be served by relegating their suppliers, the EMCs, to the status of second-class utilities.

Fair application of the territorial assignment law is vital if North Carolina's electric consumers are to be spared from the increased expense which inevitably would result from duplication of facilities and if the Tar Heel landscape is to escape the clutter of crossed lines.

It is vital too if all power consumers, regardless of their suppliers, are to benefit from the growth larger loads create for power systems and territorial integrity encourages.

For only if all power suppliers are assured of territorial integrity can all, investor-owned and consumer-owned, share in the increased power sales that come with growth and thus reduce their per kwh costs to provide the additional and cheaper power a growing North Carolina badly needs.



Blowing Rock Ski Lodge Represents One Of The Reasons North Carolina Is Growing In Popularity As Ski Resort Country.

THE SNOW HARVEST

*Skiing Grows as
a Winter Industry
in North Carolina*

*Photos by the Travel & Promotion
Division, North Carolina's State Dept.
of Conservation and Development.*

Winter time is harvest time in Western North Carolina. It's the time when the skiers come and when the state's newest industry reaches its apogee in fun. It's the time when the enterprising people who invested in ski lodges, ski lifts and snow-making machines to create ski resorts harvest the snow crop.

And what a crop it is, adding more each year to North Carolina's economy and building the state's reputation as Variety Vacationland.

In the eight years since Tom Alexander started it all by clearing the slopes above his ranch house and launching Cataloochee in the ski business, skiing has grown with the exhilarating vigor that makes the sport so popular. There now are seven well-established North Carolina ski resorts with their own artificial snow equipment, and more are building. Six of the seven are served by electric co-operatives.

Cataloochee Ski Slopes, located in the Waynesville area above Maggie Valley, is served by Haywood EMC.

Blowing Rock Ski Area, Hound Ears Golf and Ski Club, High Meadows Inn and Ski Lodge and the Seven Devils Ski Area are served by Blue Ridge EMC.

Blowing Rock Ski Area is located between Blowing Rock and Boone; Hound Ears, between Linville and Boone; High Meadows, at Roaring Gap, and Seven Devils, between Boone and Linville.

All slopes have chair lifts, T-bar tows or rope tows. Resort facilities, lodges and restaurants are as exciting as the skiing itself.

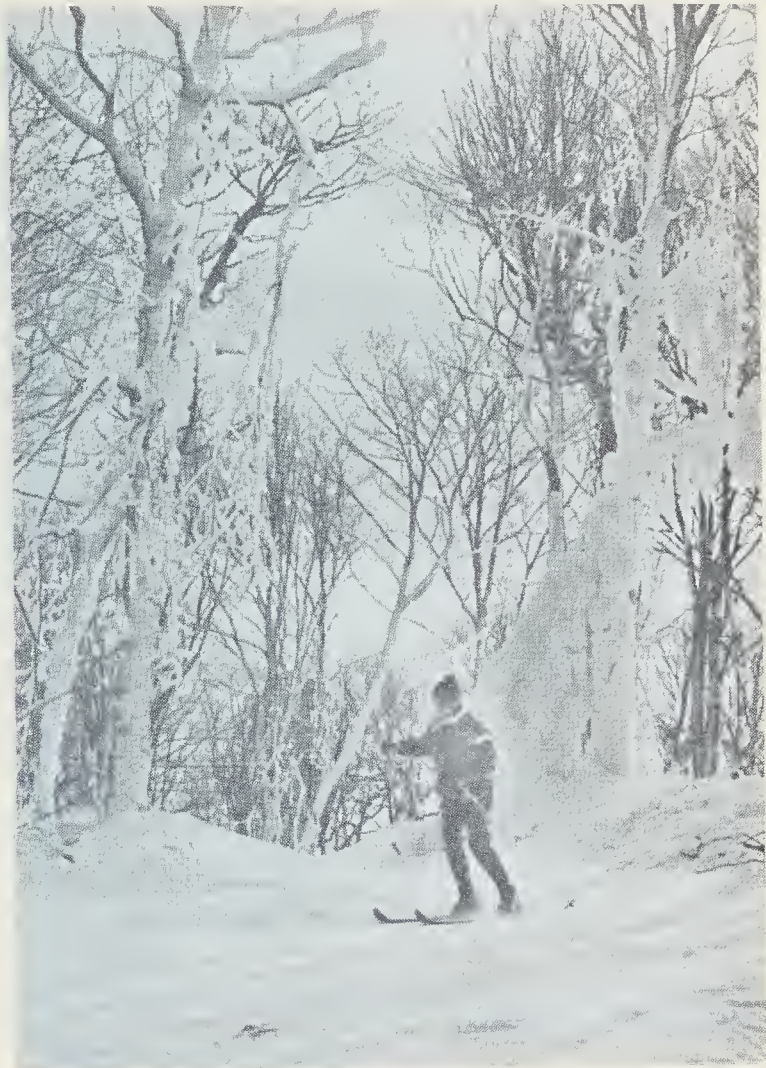
Beech Mountain Ski Area near Banner Elk is served by Mountain Electric Cooperative of Tennessee and offers the highest skiing in the East. Sapphire Valley Inn near Cashiers is enlarging its slopes and facilities.

A new slope with a bar lift begins operating this season at the Big Bald Mountain resort served by French Broad EMC. Two larger slopes with chair lifts are to come later.

Also to come is a ski slope on Sheepback Mountain, only a few miles from the Cataloochee resort. Haywood EMC has extended a three-phase line to the site preparatory to serving it.



High Meadows attracts both beginners and seasoned fans.



A ski trail scene at the Seven Devils resort near Boone.



Hound Eors draws hundreds annually.



Cotoloochee ski slopes saw skiing take off to become a North Carolina industry.

O.E.O. Spells Greater Opportunities

The Office of Economic Opportunity has been and is an important partner in many rural development projects and programs in North Carolina. Working with community action agencies, The North Carolina Fund and co-operatives to help those needing help to help themselves, OEO has participated in activities in rural counties across the state.

By James Templeton

The problems of the rural poor in North Carolina, as in many parts of the nation, are so manifold that it's hard to know just where to start.

Should they be taught about new crops that can reverse their sinking tobacco fortunes?

Should they be educated so that they will be able to take jobs in industry when they decide to leave the land?

Or should the money be used instead to attract the industry and then worry about the labor supply?

Maybe the old people are so set in their ways that it would be more profitable to start by upgrading education for the kids who have fewer problems than their parents.

Where to start, where to use the limited funds available? It's a hard decision to make. Yet such a decision must be made before the number of poor rises still further and the tax bill for their support rises, too.

The Office of Economic Opportunity believes that poor people are in the best position to analyze what their problems are and suggest solutions. This is the basis of the community action program which enables poor people to seek local solutions to local problems.

Sometimes a community may choose to sponsor a popular national program, like Head Start to head off educational deficiencies. Such a program can be operated with OEO support. At other times, unique problems or special local resources may dictate a less common solution.

There have been a number of such innovative programs in the



Montgomery County's Jobmobile is traveling employment office in its area.

Tar Heel state. Among them:

- The Jobmobile service in Moore and Montgomery counties. Sponsored by the Sandhill Community Action Program and the North Carolina Security Employment Commission, two small vans visit rural areas of both counties, advising the jobless about employment opportunities. Many of the people reached are too isolated to travel around to find jobs on their own.

- The self-help housing program in Macon County. Here the community action agency, Macon Program for Progress, used Office of Economic Opportunity funds to hire two professional contractors to help local men build their own homes. It took the local men eight months of working four hours nightly to complete the \$6000 homes. By working together each of the new homeowners saved about \$2500 in labor costs. Money for the construction costs was borrowed from the Farmers Home Administration.

- A water project in Blevins Creek, Avery County. Sponsored by W.A.M.Y. Community Action Inc., the local anti-poverty agency, the 30 families in town installed their own water system with the aid of a \$12,000 loan from FHA. Extra labor was recruited by using members of the Neighborhood Youth Corps.

- An agricultural co-op being created by 50 farmers affiliated with the Choanoke Area Development Assn. of Murfreesboro. They requested OEO funds to buy equipment and upgrade their agriculture so they could become independent. Another group in the Choanoke area operates a textile factory that employs about 60 people. OEO provided funds for managerial training to make the business viable.

- A job-training home-repair program operated by Tri-County Community Action in Rockingham. Supervised by experienced carpenters, electricians and plumbers, 16 aides receive \$1.60 an hour during four months of training while they repair homes owned by poor people. At the conclusion of training they find jobs that pay \$2 an hour or more.

- The Wilkes County Farmers Market organized with help from the Blue Ridge Opportunity Commission. Located in an old bus barn the Market gives marginal farmers an outlet for the small amounts of produce not used by their families. One day a farmer may sell a dozen eggs. On another his product may be several pints of berries. Despite the small scale, the market does help raise incomes in the area. Gross income for the first 12 sale days was \$1600.

These are just some of the projects that the Office of Economic Opportunity has aided in North Carolina. The amount invested in such efforts varies. The WAMY water project got \$900 from OEO. The Farmers Market of North Wilkesboro got free advice and advertising from employees of the local community action agency. The projects differ greatly, depending on the needs of the communities.

Yet there is one common strand that runs through all of these stories—all involved a local community action agency.

The 24 community action agencies in rural North Carolina serve 76 of the 89 rural counties in the state. The existing agencies could extend their reach further if residents of the neglected coun-



Cooperative capitalism: Buying and selling at the Farmers Market in North Wilkesboro benefits low-income farmers.

ties decided to initiate anti-poverty programs. Residents of heretofore uncovered areas interested in only one type of project (like Head Start) can establish a single-purpose agency.

In fiscal year 1968, the rural community action agencies in North Carolina received \$12.3-million from OEO for community action projects.

In working with the rural poor in North Carolina, OEO has learned that the issues people are most interested in are economic. The major goal of the poor, it would seem, despite inferior living conditions, schools and health, is to stop being poor. Once this is done, people feel, their other problems can be more easily resolved.

This conclusion has a certain appeal to OEO also. When OEO funds a Head Start program, for instance, it has no idea of how long such a program will be necessary and knows that the community probably will never be able to support the classes without outside funds. Helping farmers upgrade their produce, on the other hand, is a project

that requires only a small one-time investment for something that will pay off over a long period.

Logically, this has led to the support of newly-formed co-ops. In the fiscal year just ended, OEO invested \$84,601 in co-ops operated by poor people in rural North Carolina. This program hopefully will soon be greatly expanded when the Rural Fund for Development goes into full operation.

Created around mid-year, the fund will promote the creation and growth of co-ops and credit unions in 18 southeastern North Carolina counties. Later its area will be expanded to include seven additional counties. The fund will provide technical assistance which is sometimes unavailable locally. It will also administer a revolving development fund which can provide grants and loans to co-ops.

This should greatly simplify the procedure followed by co-ops seeking outside support.

But the size of the fund should not leave the impression that only large amounts of money can

bring results. OEO is watching a small, experimental transportation system with great interest. They have received under \$7500 for the project.

The project was initiated by WAMY after the agency realized that many of its constituents could not get jobs because of lack of transportation. They also had a difficult time getting to doctors when they were sick.

WAMY thinks that a series of transportation co-ops could solve this problem and provide transportation at a cost the rural residents could afford.

Other rural areas are watching the plan with some interest. If it works, it will probably be duplicated elsewhere. If it fails, WAMY will seek another solution. In any case, the agency won't just sit back waiting for someone else to come up with a solution.

WAMY shares the OEO attitude that the poor can solve their own problems if given the chance. There's no One Solution, because there's no single problem. Just confidence that working together, solutions can be found.

(James D. Templeton is the director of the Office of Rural Affairs, U.S. Office of Economic Opportunity, Washington, D.C.)

What's What With Weather

We Talk About It; It Has the Last Word

For all his growing knowledge and technology, man still has not learned to do much about the weather. Even his forecasts often turn out wrong. But he still is trying, and there are areas in which he is making headway. Meanwhile, the raindrop still cycles through its amazing journey, from cloud to earth and back to cloud again. And it is written: "I am the Poem of Earth, said the voice of the rain. Eternal I rise impalpable out of the land and bottomless sea."

It was Mark Twain, supposedly, who said: "Everybody talks about the weather but nobody does anything about it."

Actually, as H. L. Mencken points out in his "A New Dictionary of Quotations," the saying is not found in Mark Twain's published works and its author is unidentified. That may be just as well, since the saying isn't true any longer.

Yet the weather affects everybody, in both obvious and not-so-obvious ways, and many Federal agencies are trying to better understand how the weather works and how men and their machines can regulate it.

The Bureau of Reclamation, for instance, would like to find ways to increase the amount of water that flows into its reservoirs. It is this water, spinning the turbines, that generates much of the nation's hydro-electric energy.

The Forest Service would like to know if it is possible to "seed" thunderstorm clouds in such a way to prevent lightning, the cause of innumerable forest fires.

The Agriculture Department would like to find ways to reduce hail, which annually destroys millions of dollars worth of crops.

And the Weather Bureau, of course, is always trying to find out how to tell fewer fibs.

At this point in history, though, the knowledge needed to control the weather—or at least guide it more in accordance with the needs of man and other living creatures on the earth—is rudimentary. In general, the foundation's report is a combination of hope that much can be done

and caution that nothing be attempted before its possible effects are clearly understood.

In recent years, the largest amount of scientific and public attention has focused on rain-making. Here is what the National Science Foundation had to say about that in its report on "Weather Modification":

"While the evidence is still somewhat ambiguous, there is support for the view that precipitation from some types of clouds can be increased by the order of ten per cent by seeding. If the results are confirmed by further studies they would have great significance."

Statements about other kinds of weather modification are even less positive:

On hail: "Results from attempts to suppress hail in the United States are as yet inconclusive but more promising results in other countries are leading to the establishment in this country of a program that should provide a more definitive answer."

On lightning: "Experiments in lightning suppression are beginning to show some promise."

On hurricanes: "Modification of hurricanes has reached the stage of preliminary field experimentation but the results, so far, are inconclusive."

On large storm systems: "Changing the course or intensity of extratropical cyclones and altering climate over large areas remain as problems for the future."

Summed up, the situation is that "the nation's scientists and engineers are only in the initial stages of attacking a large and extremely complex problem."

This year the Federal government will spend only \$7-million on various weather modification programs, a relatively tiny sum in a budget well in excess of \$100-billion. In its report, the foundation lays out possible plans for the future which include a steady increase in the amount of money being spent and some sort of central agency to coordinate government programs.

At the same time, the report stresses the necessity for the greatest care in sizing up the po-



tential hazards in weather modification:

"Weather and climate conditions are among the major determinants of economic activities and social structure. No other aspect of the environment has as many pervasive relations to the pattern of human activity

THE HYDROLOGIC CYCLE



on the globe. Any substantial change in precipitation, temperature, or wind, whether deliberate or inadvertent, is likely to have a significant effect upon society, as the public and private expenditures for hurricane, drought, and flood disasters dramatically illustrate."

Putting it another way, can you make it rain at the right time in Kansas and know for sure that it won't diminish the rainfall in Illinois?

Would more reliable weather forecasts benefit the farmer and his crops more in the long run than actual weather modification?

These are just a few of the many questions that scientists in the United States and in many other nations are trying to solve. But it promises to be a long time before they've done so much about the weather that it isn't worth talking about.

—Phil Sawicki



Let everyone come out of the February cold into a party. They will come in from the cold with hands and feet numb, noses and ears bright red and best of all really hungry. Welcome them with a "Soup Supper."

Ask a group over any night. You can fix a hearty meal with soup that will be no trouble. No need to shop. Most of the food for the Soup Suppers on the following page is always in reserve on the pantry or refrigerator shelves.

Each party meal is centered around mugs of hot, chill-chasing soup with a tangy flavor. These cans of soup can always be on your shelves. Then bread in some form is added along with salad and dessert. There is your meal.

Ask the couples over you have been wanting to see for so long. With little notice you can fix a complete meal by following directions for the Fireside Supper. Or some Saturday night ask your friends over to watch the basketball game or movie on that new color television. The Saturday Night Supper is simple to serve yet unusual enough to attract everyone's appetite. Use the French or Italian Supper some night before a game of bridge or going off to see a movie.

Soup Suppers are an effortlessly way to entertain. Good food with a minimum of effort. No elaborate place setting is needed. The meal can be served from a buffet table or even a coffee table.

All Soup Suppers are a wonderful convenience for the people who like to have people in their homes to enjoy the warmth of a fireplace, a special television program or simply good conversation.

FIRESIDE SUPPER

Cream of Joy Soup
Cheesy Tomato Grillwiches
Relish Tray
Large Butter Cookies Spread
With Cream Cheese and Jam
Coffee Tea

Cream of Joy Soup

2 tablespoons chopped green onion
1 tablespoon butter or margarine
1 can (10 1/2 ounces) condensed cream of asparagus soup
1 can (10 1/2 ounces) condensed cream of celery soup
2 soup cans water

In saucepan, cook onion in butter until tender. Blend in soups; add water. Heat; stir now and then. Garnish with celery leaves. 4 to 6 servings.

Cheesy Tomato Grillwiches

Toast one side of bread; spread untoasted side with prepared mustard or sandwich spread. Cover with cheese slices; top with slice of tomato. Place in broiler on cookie sheet until cheese is melted and tomatoes lightly browned. Serve with knife and fork.

FRENCH SUPPER

French Onion-Vegetable Soup
with rusks of bread and cheese
French Bread
Spinach, Bacon and Tomato Salad
Custard Meringue Torte
Coffee Tea

French Onion-Vegetable Soup

1 can (10 3/4 ounces) condensed vegetable soup
1 can (10 1/2 ounces) condensed onion soup
2 soup cans water
4 to 6 slices French bread (about 1/2 inch thick)
Butter
Grated Parmesan cheese

Combine soups and water. Heat; let simmer a few minutes. Meanwhile, arrange bread on cookie sheet; spread with butter and sprinkle with Parmesan cheese. Broil until lightly browned. Pour soup into bowls; top each with a slice of cheese toast. 4 to 6 servings.

Spinach, Bacon and Tomato Salad

1 pound young tender spinach
1 large tomato, cut in eighths
2 slices bacon
2 tablespoons vinegar
1/2 teaspoon salt
1/4 teaspoon pepper
2 hard-cooked eggs, sliced

Thoroughly wash spinach; remove stems. Drain; add tomato. Fry bacon; drain and crumble. Reserve 1 tablespoon fat. Add vinegar, salt, and pepper. Heat. Pour over spinach. Add bacon; toss lightly. Garnish with egg slices. Serve immediately. 4 to 6 servings.

ITALIAN SUPPER

Minestrone Venezia
Bread Sticks
Rice, Shrimp and Green Pea Salad
Frozen Sponge Cake

Minestrone Venezia

1 can (10 3/4 ounces) condensed minestrone soup
1 can (10 1/2 ounces) condensed chicken gumbo soup
1 1/2 soup cans water
Grated Parmesan cheese

Combine soups; add water. Heat, stirring now and then. Garnish with cheese. 4 to 6 servings.

Rice, Shrimp, and Green Pea Salad

1 cup rice
1 cup cooked shrimp
1/2 cup thinly sliced celery
1/2 cup cooked peas
1 tablespoon chopped pimiento
1/2 cup mayonnaise
1/2 cup French dressing
1 teaspoon curry powder
1/2 teaspoon salt
Dash pepper

Cook rice following package directions. Chill. Add shrimp, celery, peas, and pimiento; toss lightly. Blend mayonnaise with remaining ingredients. Pour over rice-shrimp mixture; mix well. Refrigerate. Serve on crisp salad greens. 4 to 6 servings.

SATURDAY NIGHT SUPPER

Tomato - Mushroom - Green Pepper Soup
Onion Cheese Pie
Garden Salad
Fruit Compote with Coconut
Coffee Tea

Tomato - Mushroom - Green Pepper Soup

1/2 cup sliced fresh mushrooms (or a 3-ounce can, sliced mushrooms, drained)
1/4 cup green pepper strips
2 tablespoons butter or margarine
1 can (10 3/4 ounces) condensed tomato soup
1 soup can water
Dash garlic powder
Dash pepper

In saucepan, cook mushrooms and green pepper in butter until tender. Stir in soup, water and seasonings. Heat; stir now and then. 2 to 3 servings.

Onion Cheese Pie

1 tablespoon flour
2 tablespoons chopped parsley
1 teas
1 nine-inch unbaked pie shell
1 cup sliced onions
1 tablespoon butter
1 cup milk
2 eggs, beaten

Combine flour, parsley, and curry powder. Toss with cheese. Place cheese mixture in bottom of pie shell. Cook onions in butter until tender. Sprinkle onions over cheese mixture. Combine milk and eggs; pour over cheese. Bake in slow oven (325° F.) about 40 minutes, or until set in center. 6 servings.

Fashion

FAVORITES



9062
12½-24½



9200
SIZES
14½-26½



4974
SIZES
10½-20½



9032
TEEN SIZES 10-16



9279 6-14

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Pattern No. 9200 is cut in sizes 14½, 16½, 18½, 20½, 22½, 24½ and 26½.

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Send 50 cents in coin (no stamps) for each pattern to: CAROLINA FARMER, Box 42, Old Chelsea Station, New York, N.Y. 10011. For first class mail, add 15 cents for each pattern.

Rural Areas Show Lead In Industry

North Carolina's smaller cities, towns and rural areas got more new industries than its larger cities during the past five years.

Adequate numbers of laborers and a Statewide labor training program were cited as the two chief reasons.

Figures compiled by the Commerce and Industry Division of the State Department of Conservation and Development show 634 of 755 new industries which begun operation in the state during the five year period picked sites in smaller cities, towns or rural areas.

Robert Leake, Division administrator, said, "Companies are beginning to learn that in more rural situations where farming is being replaced . . . you can go out and get laborers."

Leake added the new industry training division of the State Department of Community Colleges which provides training for workers in new industries enables industries to build in rural areas and use the program for training their employees.

Although larger national industries continue to construct their plants in metropolitan areas, he said, towns and rural communities are gaining favor with smaller industries.

The figures on new industries showing the attraction of towns and rural communities covered the period from Jan. 1, 1964, through nine months of 1968.

600 ASSORTED SWEET ONION PLANTS with free planting guide, \$3.60 postpaid. TONCO, "home of the sweet onion", Farmersville, Texas 75031.

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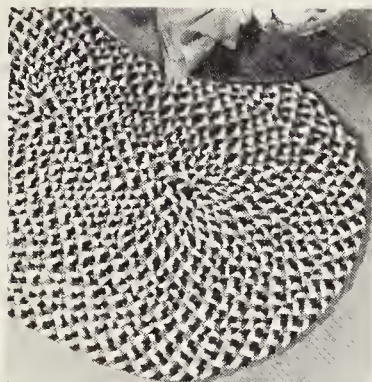
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A traditional braided rug makes people feel at home. Broid for this rug is done with 3 shades of rug yarn.



Embroidered Pillow

The circular lian motif on this pillow is a good example of fine embroidery. Only 3 stitches are used in design.



Pillow and Curtain

Traditional stitches carry out modern version of the antique gropevine motif on pillow and matching curtains.

To:

The Carolina Homemaker
P.O. Box 1699
Raleigh, N.C. 27602

This pattern offer expires
April 15, 1969

Please send me the pattern instructions I have checked below. I am enclosing a long, stamped, self-addressed envelope bearing a 6-cent stamp. (Two such envelopes are required for more than 4 patterns).

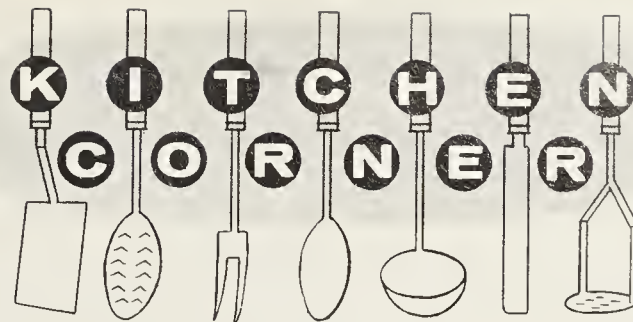
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|--------------------------------------|---|
| <input type="checkbox"/> Afghan Set | <input type="checkbox"/> Embroidered Pillow |
| <input type="checkbox"/> Braided Rug | <input type="checkbox"/> Pillow and Curtain |

My Name is: _____

Address: _____

Comment, if Any: _____

The Name of My Electric Co-op is: _____



Tangy Delight Cake

With the gaad, quick cake mixes on the market today, the modern homemaker can enjoy devising her own variation of a basic cake mix to suit her family's taste. Our recipe winner this month, Mrs. Fred Disher, Winston-Salem, sent us one of her original innovations with a cake mix, which she has named Tangy Delight Cake.

Mrs. Disher is a housewife and lives on a farm. She has one married daughter and two grandchildren. Her hobbies are gardening, cooking and writing poetry.

Mr. and Mrs. Fred Disher have been served by Davidson Electric Membership Corporation for 17 years and "enjoys it to the utmost for its splendid service."

If you have a favorite recipe you'd like to share through this column, send it to: Betty McBride, Kitchen Corner, P. O. Box 1699, Raleigh, N.C. Tell us something about yourself and family and give us the name of your electric membership corporation. We pay \$2 for the recipe chosen monthly for this column.

CAROLINA FARMER RECIPE

Submitted by Mrs. Fred Disher,
Route 9, Winston-Salem, North Carolina

TANGY DELIGHT CAKE

1 yellow cake mix (use as directed)

- | | |
|---|--|
| 1 stick margarine | 1/2 cup brown sugar |
| 1 can sliced peaches,
drained | 1 teaspoon ginger |
| 1/2 cup corn flakes | 1 teaspoon vanilla |
| 1/2 cup raisins (nuts of
any kind may be
substituted) | 1/2 cup peach juice |
| | 1/4 lb. cheese, any
kind (optional) |

Mix cake mix as directed on package. Melt margarine in oblong baking pan. Add brown sugar in pan, drained peaches next, then pour in cake mix. Add on top of the cake mix corn flakes, ginger, vanilla, peach juice, raisins or nuts. Bake at 350° for 35 minutes or more until done.

If desired, 5 minutes before cake is done, remove from oven and place slices of cheese on top and brown for five minutes more.

Haywood EMC's Bob Sheffield Puts Members' Interests First

Only a short ride west of Asheville lie Waynesville and the offices of Haywood Electric Membership Corporation. Small mountain summits stand proudly here and there looking down on the town.

Manager R. C. Sheffield looks at the mountainous terrain with pride and concern, for there live the nearly 6,600 member-owners of Haywood EMC.

Haywood serves in portions of Buncombe, Haywood, Jackson, Macon and Transylvania counties in North Carolina and also serves in Rabun County, Georgia and Oconee County, South Carolina.

A Diversified Economy

Its member-consumers earn their livings in various ways since the area is highly diversified into agricultural, industrial and recreational employment opportunities. Approximately 56 percent of the co-op's members are full- or part-time farmers, with most of these being in the latter category.

Many farmers and non-farmers work in the various industries located in the area such as Champion Paper Company in Canton or American Enka Corporation in Enka.

A Key Word for Service

The word "members" is a key word for Sheffield. He believes the welfare of Haywood's members should always have priority in any management decision.

Take the subject of capital credits, for example. "It's my and my Board's philosophy that members should get a break across the counter when they pay their bills—and not years later," he said. "That's why our margins have always been comparatively small."

Three Rate Reductions

Haywood EMC has given its members three rate reductions—in 1949, 1961, and 1964—despite the fact that the cooperative's wholesale rates from the power companies have not been low-

ered. The cooperative has also loaned out nearly one million dollars through its Section 5 loan program which enabled members to purchase electric appliances and equipment.

The cooperative has accomplished these things despite a handicap that most co-ops aren't bothered with. "Since we serve in a mountainous area," he explained, "our construction costs are higher as are our operational and maintenance costs. Reclearing rights-of-way is a major year-round expense, too."

His Greatest Concern

Getting back to the "members," Sheffield said members were his greatest concern. "We still have people on our system who might still be without electric service," he pointed out. "Some of these people were here in the early days and are really dedicated to the co-op."

"Young people might not feel this dedication because they don't remember how it was with no electricity," he added. "We've got to get young people involved in co-op activities."

"Although our main purpose is to supply low cost electric service, maybe we can provide extra services . . . like a co-op wide insurance plan."

A Major Business

One of the major businesses in its area, Haywood EMC has a \$3,540,000 investment in equipment, substations, facilities and lines.

The cooperative supplies power for industrial, recreational and tourist facilities. It serves Mountain Development Corporation (Ghost Town), Cataloochee Ski Slope, a large asphalt plant, numerous dairy farms, fish hatcheries, and a transmitter for television station WLOS-TV in Asheville.

In 1967 it began serving the Cradle of Forestry complex at the Pink Beds which promises

to be one of the most complete outdoor recreation areas to be found anywhere. Located in Transylvania County, the complex will include a replica of America's first school of Forestry. The one-room school, which opened in 1898, trained America's first foresters in classroom theory and field work.

Underground for the Cradle

To insure the authenticity of the center, Haywood EMC ran 7½ miles of underground cable through wild forest to serve the first building.

Haywood also serves a number of housing developments including the Lake Toxaway Estates in Transylvania County and the Royal Oaks Country Club in Haywood County.

In addition, the co-op plans to provide three-phase underground service for Hemlock Hills, Inc., which has a 10-year building project underway in the southern end of Transylvania County. The project, being constructed by a non-profit religious organization, will be a year-round Christian camp and conference grounds, and will span out over 800 acres.

A Native of Region

Robert Carlyle Sheffield was born April 25, 1907 on a Macon County farm near Franklin. He is the son of William Coleman and Emily Jenkins Sheffield. Most all of his seven brothers and six sisters settled down in the area after leaving home.

Sheffield graduated from Franklin High School in 1927 and then entered Athens Business College in Athens, Ga. After finishing his work for a degree in accounting in 1929, he came to Haywood County where he operated a country store until 1934 when he became U.S. Forest Service clerk in Macon County.

In 1938 and 1939, Sheffield was home again and tending his father's farm. It was in 1940 that he was to begin a long and devoted career in the service of Haywood's members.

Beginnings of a Career

"I happened to be over at Bethel (in Haywood County) one

day when one of the co-op directors said they were looking for a bookkeeper," he recalled. "They knew I had experience in accounting so they offered me the job—if I could do it!"

And do it he did. The cooperative's lines had been energized in August of 1939, but no book-keeping procedure had been set up. That job was left to Sheffield and he quickly proved he could do the job.

In 1943, the cooperative's manager, James C. Moore, asked for a leave of absence and Sheffield served as Acting Manager—as well as bookkeeper. When Moore resigned in August of 1945, Sheffield

RURAL ELECTRIC PROFILE

field became Manager and he has held that position for the last 23 years.

Mrs. Sheffield, the former Bee Faye Byrd, was born in Wyoming, but her family moved to Macon County when she was a child. They met through attending Snow Hill Methodist Church near Franklin and were married March 8, 1937.

Two Married Daughters

The Sheffields have two daughters—both of whom have married and live in Waynesville. They are Mrs. Bill Queen and Mrs. Jack Ammons and each has a son.

Sheffield described himself as a "dedicated fisherman" and a sports fan. "I do a lot of trout fishing," he said. He and Mrs. Sheffield attend the Dellwood United Methodist Church near Waynesville where he is a former Church Lay Leader and is Chairman of the Official Board.

Chartered in 1938

Haywood Electric Membership Corporation was chartered Oct. 31, 1938 and its lines energized August 20, 1939 with 42 miles of line serving 175 members.

Its present directors are: Roy B. Medford, president, Rt. 4, Waynesville; Dewey Burton, vice-



R. C. Sheffield: On the job for the members of Haywood Electric in Waynesville.

president, Rosman: Carter Osborne, secretary-treasurer, Clyde; Jack Harris, Rt. 2, Clyde; Jack London, Rt. 1, Candler; M. H. Ferguson, Rt. 3, Clyde; J. A. Poston, Rt. 2, Canton; J. D. Head, Scaly Mountain, and Wallace Wood, Tuckaseegee.

Growing in Service

Since Sheffield became manager in 1945, the co-op's members have increased from 1,154 to 6,592. The average monthly use of electricity has climbed from 48 kilowatt hours to 509 kwh. And the average monthly price per kwh has been reduced from 5.4 cents to 1.9 cents.

In addition, the system has expanded from 240 miles of line to 1,212. The cooperative employs 26 people and has an annual payroll of about \$146,000.

Sound in its finances, Haywood has repaid \$1,625,967 of \$4,302,616 it has borrowed through the years from REA, plus \$342,469 in advance payments and \$690,258 in interest.

It has increased to 21 percent its member-furnished equity capital and in addition has assigned \$709,467 in margins as capital credits to members, and has paid \$54,376 to members in cash margins.

A Community Leader

Active in community and civic activities, Sheffield is a member

and past president of the Maggie Valley Kiwanis Club. In 1964, he was voted the "Kiwanian of the Year" award.

And in the tradition of other electric cooperative leaders across the state, Sheffield is active in community development activities. He is a past chairman of the Haywood County Community Development Program and is presently secretary of the 18-county Asheville Agricultural Development Council.

He is also a director of Mountain Projects, Inc., which is a non-profit organization set up to administer and carry out the programs of "OEO" in Haywood and Jackson counties in an attempt to alleviate problems of poverty.

A Way of Life

R. C. Sheffield enjoys talking about Haywood EMC and its role in serving its members. Just mention Haywood's members and you'll see a look of concern on his face—an expression of dedication.

"When I started out with the co-op, it was just another job . . . but I soon became dedicated to the program," he said. "But I doubt I could leave it now and be happy anywhere else."

"I believe in it, have it in my system, and live it day and night."

Ed Brown, Jr.

"How Late Do Teens Believe They Should Be Allowed To Stay Out?"

"Before the first date a teenager and his or her parents should discuss a curfew and decide on a logical time. The time range will vary, or course, according to the maturity of the teen. When the teen first begins dating, 10:30 or 11:00 is a sensible curfew. This will give the teen ample time to go to a movie then get something to eat and be home in plenty of time. As the teenager matures, the curfew should be lengthened depending on the reliability of the teen. By the time the teen is a junior or senior in high school, the curfew should be 12:00. On special occasions it should be extended to fit the occasion."

Cindy Horrell
Rt. 1, Box 234
Currie

Cindy is 15 years old and a sophomore at Burgaw High School. She enjoys oil painting, participating in church activities, and attending all the sports events of her school. Her parents, Mr. and Mrs. Roy B. Horrell, are served by Four County Electric Membership Corporation.

★ ★ ★ ★ ★

"I think it depends on the girl's age and how long she has been dating. If she has just started dating, I think she should be in by 10:30. If she is seventeen or older, she should be in by 11:30. I also think the boy should be able to stay out a little longer in order to have time to get his date home and then go home himself."

Mary A. Gore
Rt. 1
Seven Springs

Mary is 14 years old and attends East Duplin High School. Her hobbies are horseback riding and sewing. Her parents, Mr. And Mrs. W. C. Gore, are served by Tri-County Electric Membership Corporation.

"Some teens believe they should be allowed to stay out until they get ready to come home. But, a considerate discussion and agreement with parents can allow for time for study and sufficient sleep on school nights. If teens are mature, they will decide on a decent hour to be home and still be able to have a pleasant date. I think 10:00 on week nights and 11:00 on weekends fits this description."

Sheila Bradshaw
Rt. 1, Box 206-E
Morganton

Shela is 15 years old and a sophomore at Salem High School. Her hobbies are dancing, swimming and reading. Her parents, Mr. and Mrs. Sanford L. Bradshaw, are served by Burke-McDowell Electric Membership Corporation.

★ ★ ★ ★ ★

"I believe that older teenagers should be allowed to stay out no later than twelve p.m. Responsible and mature teenagers should discuss the possibility of staying out later on very special occasions. Teens just beginning to date should be home earlier—between ten-thirty and eleven o'clock, according to the occasion and the activity planned. If teens believe that they may be even a little late getting home, they should discuss it with their parents before leaving. In this way, they can demonstrate their maturity and at the same time, save their parents much needless worry and confusion."

Bonnie Brooks
Jones Central High School
Trenton

Bonnie is a member of the home economic's Family Relations class at Jones Central High School. Her teacher, Mrs. Alma T. Phillips, assigned this question to the class then sent us the answers. We selected Bonnie's answer to represent this group of letters. We are happy to send the \$5 check to Bonnie's class.

Teen

R U N T A L E

NEXT QUESTION

"What is your opinion of steady dating?"

If you have a good answer, send it to THE TEEN ROUNDTABLE, The Carolina Farmer, P. O. Box 1699, Raleigh, N.C. 27602 at once. Tell us a few facts about yourself—your age, school, hobbies, etc. Include your parents' name, and the name of the electric membership corporation serving you. If your answer is published, we will send you \$5.

If you want to submit a question, send it along for our statewide panel to answer. For each question used, the sender will get a \$5 check. Jot yours down and send it to us right away.

This question was submitted by Eunice Prince, who will be receiving \$5 from THE CAROLINA FARMER. Eunice is 18 years old and attends Benhaven High School. Her parents, Mr. and Mrs. Floyd Price, are served by Central Electric Membership Corporation.

Best of Books

You don't have to believe in ghosts to enjoy a good ghost story. Fred T. Morgan's new book, "Ghost Tales of the Uwharries" (John F. Blair, publisher, Winston-Salem, N.C. 152 pages. \$4.50) is a collection of legends which, believed or not, make fascinating reading. Morgan has drawn his tales from the folklore of central North Carolina's Uwharrie hill country, where there still are folks who swear by the spirits. The book, ably illustrated with woodcuts by Virginia Ingram, is available at any good bookstore or from the publisher.

Sam Ragan, whose popular column "Southern Accent" long gave luster to the Sunday book page in the Raleigh News and Observer, is continuing it in his new paper, The Pilot, at Southern Pines. Sam retired from the N&O to become publisher and editor of The Pilot at the end of 1968. It is good to know North Carolina still has a "Southern Accent" and that the well-read and erudite Sam Ragan will continue to give wise counsel to Tar Heel writers and readers.

Speaking of books, turn off the TV sometime and rediscover the satisfactions only a good book provides.

Jim Chaney

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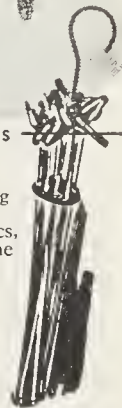
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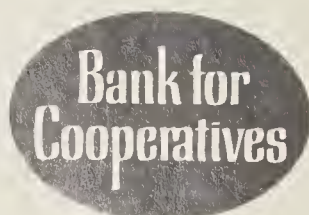
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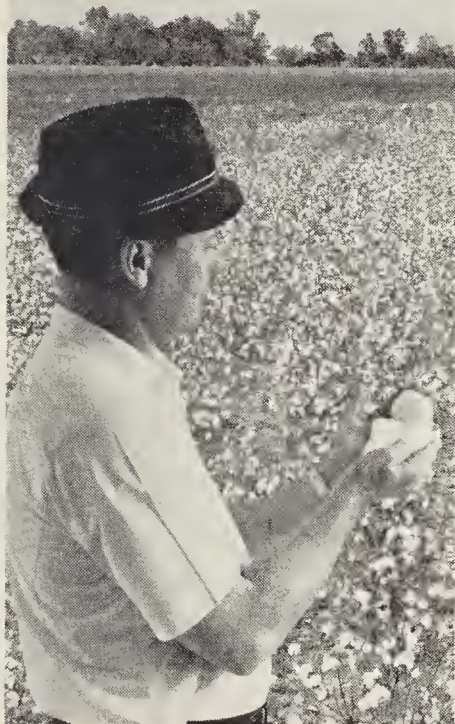
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How to Get More for Your \$1

Gov. Bob Scott, Atty. Gen Bob Morgan and Agr. Com. Jim Graham touched off the North Carolina Consumers Council's 1969 mass membership drive by signing up as members themselves.

Mrs. S. Collins Kilburn, Council president, enrolled them at a ceremony in the Governor's Office. Mrs. Wymene Valand, executive director of the Council, and other members of the Council's board attended. Mrs. E. Lee Jones of Hamlet is the Council's membership chairman.

The North Carolina Consumers Council was organized last March to give the consumer a unified voice in the marketplace. Its incorporators included representatives of trade associations, women's organizations, farm groups, anti-poverty organizations, low-income groups, business groups, labor organizations, churches, and educational and social agencies.

The Consumers Council is a non-profit, non-partisan corporation working to speak for all consumers—for everybody who buys or borrows or uses business and professional services. In order to carry out its objectives, it is seeking to enroll as members every homemaker, farmer, working person, teacher, preacher, doctor, lawyer, office worker and business man in the state. Since everybody is a consumer, everybody stands to benefit by becoming an active member.

You can join by filling out the coupon on this page and sending it with \$1 to: North Carolina Consumers Council Inc., P.O. Box 10273, Raleigh, N.C. 27605.

One way the N.C. Consumers Council will work for you is by supporting legislation to create a Consumer Protection Division in the State Attorney General's Office. Your new State attorney general, Bob Morgan, hopes laws authorizing the division will be approved by the 1969 General Assembly. The Division would have the powers and staff to protect the interests of consumers in the courts, before State regulatory agencies and in many other ways.

The N.C. Consumers Council can also serve you by:

- Circulating effective and accurate information about products and services so that you can buy with confidence.
- Conducting research and studies relating to business and professional practices of interest to you as a consumer.
- Soliciting the understanding and goodwill of merchants, appropriate officers of government and others who deal with consumers.
- Sponsoring new laws to curb unfair and improper practices that work against you as a consumer and against honest providers of goods and services.

You can't get more value from your dollar than you'll get by sending \$1 to join the Consumers Council. Joining means you'll also get:

- A subscription to the N.C. Consumers Newsletter.
- A growing voice in behalf of consumer interests.
- A part in plans that will grow with the membership.

Send the coupon below with \$1 to the Consumers Council. You'll be joining the most exciting campaign you've ever invested in.

Mail with \$1 (check or cash) to:
North Carolina Consumers Council, Inc.
P.O. Box 10273
Raleigh, N.C. 27605

MEMBERSHIP APPLICATION INDIVIDUAL AND COUPLE MEMBERSHIP

\$1.00 Dues (covers husband and wife jointly as well as single person)

() Mr. () Mrs. () Miss () Mr. & Mrs.

Name _____

Address _____

City _____ State _____ Zip _____

The person signing this application hereby applies for membership in the Council, sending with this application the current Council dues and agreeing to abide by the Council's charter and by laws. If applicant is married, this application is for a joint membership (unless otherwise stated by applicant) which entitles either husband or wife, or both, to attend all Council meetings and cast the one vote of such membership.

all in the family



Educational Reform

They're still chuckling in one Westchester junior high school over the day the principal heard an uproar in one room and, charging in, found a fellow shouting at the top of his lungs and dancing down the aisle. He marched the offender off to his office and ordered him to stand in the corner until excused.

The principal then returned to the classroom delivered an inspiring lecture on discipline, and concluded by asking if there were any questions. "Yes," volunteered one student. "When are you going to let our teacher come back in the room?"

Bad Mechanic

A man was driving in the country when his car stalled. He got out to check the spark plugs. Suddenly an old horse trotted by.

The horse said, "Better check the gas line." Then the horse trotted on.

The motorist was so frightened that he ran to the nearest farm. He told the farmer what had happened.

"Was it an old horse with a flopping ear?" asked the farmer.

"Yes! Yes!" cried the man.

"Well, don't pay any attention to him," said the farmer. "He doesn't know anything about cars."



"I told you what would happen when you started licking all those trading stamps!"



New Magic

"We have a magic record player at school," said the little boy. "You don't have to use electricity—just wind it up with a little crank."

New Alarm

"Late again!" the boss barked as young Jeffers slipped into the office and took his seat at his desk.

"I'm sorry sir," the young man apologized, "but last night my wife presented me with a boy."

"It would have been better if she had presented you with an alarm clock!"

"I rather image she has," he ruefully replied.

As Years Go By

A man and his wife were out driving in the country. He was driving and she was reminiscing.

Finally, she broke the silence. "John, do you remember when we were first married and had our first car? Remember how close together we used to sit in that old Ford?"

With a twinkle in his eye, the husband replies, "I haven't moved."

The Best Part

A group of children was being conducted through the bakery. At the end of the tour, they were taken into the display room.

"Well, now," said their guide, "are there any questions about what goes on in a bakery?"

Little David gazed longingly at the beautiful frosted cakes in the display case. "Yes, ma'am," he sighed. "Could you please tell me who gets to lick out the bowls?"

The Way Home

A young mother was patiently trying to teach her four-year-old daughter her address in preparation for her coming kindergarten debut. After repeatedly omitting or forgetting some portion of the correct address, the mother asked, "But what will you do when the teacher asks you where you live, Debbie?"

After a moment's hesitation, Debbie replied, "I'll let Michael answer first, then I'll tell my teacher that I live across the street."



"I get lonesome for my wife. Would you mind nagging me occasionally?"

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For Clean, Safe, Low-Cost Comfort

Call your Electric Membership Corporation (your co-op) for information about installing electric heat in your present home or for a new home.

HEAT BETTER ELECTRICALLY

NOW! Run Your Car Without Spark Plugs

NEW JET-FIRE FUEL IGNITERS

Will deliver up to
30 more horsepower,
5 more miles per gallon
using only regular gas!
THEY NEVER WEAR OUT

YOU'LL NEVER CLEAN, ADJUST OR REPLACE PLUGS AGAIN!

- get up to 5 more miles per gallon of gas
- add up to 30 more horsepower to your engine
- save \$100 each year for you, year after year while you use the cheapest grades of gasoline!



THE IMPORTANT DIFFERENCES BETWEEN ORDINARY SPARK PLUGS AND JET-FIRE FUEL IGNITERS

Your car's power comes from tiny explosions of gasoline vapor and air in your cylinders. The bigger the explosions, the faster you go.



SPARK PLUGS
NARROW SPARK

CONVENTIONAL PLUGS explode this mixture with a spark jumping across an air gap. The spark is just 35-thousandths of an inch across — not wide enough to explode all the fuel in the cylinder. Unburned gas escapes through your exhaust. In time, the electrodes become eroded and caked with carbon. The gap widens, the spark gets narrower, you lose more power, waste more fuel, and finally have to replace your plugs.



JET-FIRE FUEL IGNITER WIDE SWATH OF FLAME

JET-FIRE FUEL IGNITERS use no sparks. Instead a fanning swath of flame walks across a semi-conductor bridge from one electrode to another, exploding far more fuel, getting far more power. There is no gap that can widen, and carbon deposits actually improve performance. They do not have to be adjusted or replaced—ever!

Pat No.
2899585

SWITCH TO REGULAR

The next time your gas gauge gets near the "Empty" mark, tell the attendant to fill it up with REGULAR! Chances are you'll no longer need premium which costs four to eight cents more than regular gas.

And this second saving is only the beginning. Jet-Fire Fuel Igniters provide easier cold-weather starts . . . and that means less drain on your battery, and no drain on your patience as you try to get started.

NO REPLACING OR ADJUSTING EVER

The more you drive, the better your Fuel Igniters perform. They don't become eroded, wear out or require adjusting. And carbon build-up—the natural enemy of old fashioned plugs—actually makes fuel igniters perform better. Carbon becomes an additional carrier for the igniter's big jet flame.

So there you have a third saving. One set of fuel igniters will last the life of your car!

Invented To Save Air Force Lives— Now They Can Save You Money

Jet-Fire Fuel Igniters were first developed to save airmen's lives. During World War II, there were times when more men were killed by spark plug malfunction than by enemy action. A failure-proof replacement was needed, and Fuel Igniters did the job. Both the Navy and Air Force have approved them for jet engine use.

Now at last they have been modified for automobile use. They won't save your life, but they can save you big money—up to \$100 a year with ordinary driving.

Some day, all cars may come equipped with Fuel Igniters like these. But why wait when you can install a set yourself now. Just mail the coupon with the make and model of your car, and we'll rush you a set with full instructions. Just \$12.80 per set of 8 pps., \$9.60 per set of 6 pps.

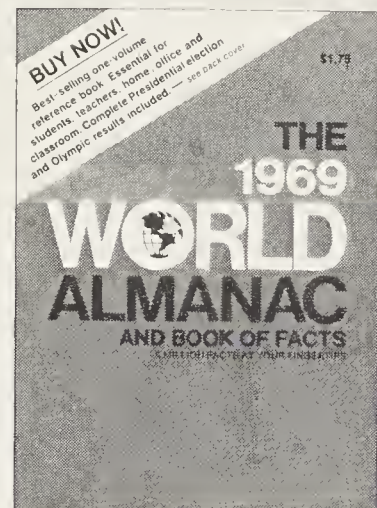
Save \$100 a Year With Jet-Fire Igniters!

If you drive 15,000 miles, you can easily save:

- \$50 by switching to regular gas.
- \$40 on your better mileage.
- \$10 by not replacing plugs.

FACT BOOK FOR FARMERS

(and everyone else)



The new 1969 World Almanac is the most complete fact book you can own. For more than 100 years it has been the most respected single-volume reference work in the United States. Check the index on Agriculture. You'll find facts and figures on forms, acreage, employment, income, prices, production, livestock, crops and much more. The expanded 1969 edition also contains the complete county-by-county presidential election vote; complete Olympic results; 20 pages of full-color maps and flags of the world—plus factual information on everything from Astronauts to Zip Codes. The World Almanac is the one big fact book everyone should have . . . form families, students, teachers, businessmen. And it's only \$1.75.

The 1969 World Almanac is available wherever good reading is sold. For convenience, it is also available by mail.

World Almanac, Dept. C
P.O. Box 489, New York, N.Y. 10019
Please send me _____ copies of The 1969 World Almanac. I enclose \$1.75, plus 25 cents for postage and handling, for each copy ordered.

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

SEND FOR A SET OF JET-FIRE FUEL IGNITERS TODAY!—SATISFACTION GUARANTEED

You are protected by this 4-WAY GUARANTEE

1. GUARANTEED for the life of your car (or 30,000 miles) without cleaning, servicing or replacing.
2. GUARANTEED to increase miles per gallon of gas on regular gas!
3. GUARANTEED to increase horsepower, increase engine RPMs!
4. GUARANTEED to improve ease of starting and acceleration!

JAY NORRIS CORP., Dept. GH-2, 31 Hense Ave., Freeport, N.Y. 11520

Enclosed is ☐ \$9.60 for 6 igniters (pps.) ☐ \$12.80 for 8 igniters (pps.)

Please send me a set of JET-FIRE Fuel Igniters.

Year _____ Make _____ Model _____
Print Name _____
Address _____
City _____ State _____ Zip _____

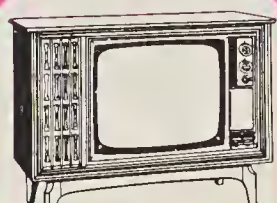


BACK AGAIN BY POPULAR DEMAND
OFFICIAL

RED TAG VALUES

**GENERAL
ELECTRIC**
REFRIGERATORS
WASHERS—RANGES
DISHWASHERS
BLACK & WHITE TV
COLOR TV—STEREO

EVERY ONE A VALUE WINNER! EVERY ONE A GREAT BUY!



M 930EWD



COLOR-TV IN BEAUTIFUL CONTEMPORARY STYLING

Has 295 sq. inch viewing area, AFC feature for automatic and accurate tuning, and Insta-Color feature for almost immediate picture and sound. Walnut grain print on hardwood cabinet.

\$566*



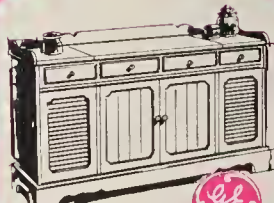
WM 235GWD



PORTA-COLOR® PERSONAL COLOR TV

Truly personal . . . weighs only 38 lbs. Compact styling and 102 sq. inches of viewing pleasure. Also has built-in antenna, fold-down handle and Insta-Color. Cabinet is made of high-impact polystyrene with woodgrain finish.

299⁹⁵*



A 471

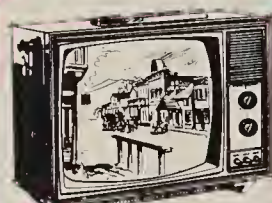


STEREO Early American Styling

Man-made* diamond stylus. Six speakers, Tonal-1 automatic changer, AM/FM/STEREO Tuner, and equipped for Porta-Fi. 40 Watts peak music power.

*"Man-Made" is a trademark for diamonds manufactured by the General Electric Company.

329⁹⁵*



M 521 SEB

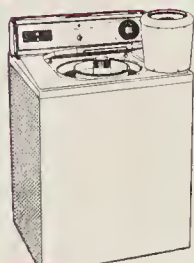


TELEVISION *The Reliable TV*

Introducing new 15" diagonal measurement designer TV set in striking ebony, highlighted by gleaming chrome for a camera instrumentation appearance.

99⁹⁵*

OUTSTANDING VALUES—LIMITED TIME!



WA 550U



AUTOMATIC WASHER

Features the exclusive Mini-Wash® System and Filter-Flo®. Has Permanent Press cycle, four water levels and a large capacity to handle family sized loads.

199⁹⁵*



TBF 17DD



16.6 Cu. Ft. No Frost Refrigerator

Giant freezer holds up to 155 lbs., has Jet Freeze Ice Compartment. Covered meat pan. Four cabinet shelves: One adjustable, One slide-out. Rolls out on wheels.

309⁹⁵*



SM 300D



MOBILE MAID® PORTABLE DISHWASHER

This model has a built-in soft food disposer, 4 pushbutton washing cycles, 3 level Thoro-Wash and Rinse-Glo rinse agent injector. Available in White, Coppertone and Avocado. Hurry, limited quantities!

199⁹⁵*



J 439



40" RANGE WITH P-7® OVEN

Three removable storage drawers, automatic oven timer, clock and separate minute timer and automatic rotisserie. Also includes picture window oven door and floodlighted oven with exterior switch.

\$379*

COME EARLY. . . DON'T MISS OUT ON THESE BIG BUYS!

*Prices and Terms Optional with Dealer. Subject to Fair Trade where applicable.

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